



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: December 1, 2010

FR: Executive Director

W. I. 1412

RE: Contract Amendment: Climate Initiatives Public Outreach: Riezebos Holzbaur Group, LLC (RHDG)

Staff recommends that this Committee authorize a contract amendment for Consultant support for the Climate Initiatives Public Outreach Program. In July 2010, this Committee approved a pre-qualified consultant list, including Riezebos Holzbaur Group, LLC (RHDG), to assist MTC in creating and implementing the Climate Initiatives Public Outreach Program.

RHDG is the lead firm charged with assisting MTC in developing and implementing the Climate Initiatives Public Outreach Program. The requested funds will go to market research, branding and campaign development. The campaign plan will be presented to the Administration Committee in March 2011 for approval prior to implementation.

Contract Amendment: RHDG (\$195,000)

Under an initial contract for \$100,000, RHDG has worked with MTC staff to develop the program's scope of work and initial market research. RHDG will be leading the campaign development, which will include creation of the campaign's brand and tools that the public can use to reduce their transportation-related GHG emissions. The proposed contract amendment of \$195,000 will bring the total contract amount to \$295,000.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with RHDG for \$195,000 for the Climate Initiatives Public Outreach Program.

Steve Heminger

SH:UV

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

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| Work Item No.: | 1412 |
| Consultant: | Riezebos Holzbaur Group, LLC (RHDG) San Francisco, CA |
| Work Project Title: | Climate Initiatives Public Outreach Program |
| Purpose of Project: | Implement a branded, Bay Area climate program involving many partners and develop tools that the public can use to reduce their transportation-related GHG emissions. |
| Brief Scope of Work: | Creation of a regionwide campaign to reduce greenhouse gas emissions. |
| Project Cost Not to Exceed: | \$195,000 (Current contract: \$100,000) |
| Fiscal Impact: | 100% CMAQ; all funds are included in MTC FY 2010-11 budget. |
| Motion by Committee: | That the Executive Director or his designated representative is authorized to negotiate and enter into a contract amendment with RHDG for an amount not to exceed \$195,000 and the Chief Financial Officer is authorized to set aside funds up to \$195,000 for such amendment. |
| Administration Committee: | <hr/> Tom Bates, Chair |
| Approved: | December 8, 2010 |